

beIN and du sign two-year deal making the beIN 2018 FIFA World Cup Russia™ available at Home with du

du Home customers will be able to watch the world's biggest sports event on four dedicated beIN SPORTS channels live and in full HD

Dubai, UAE, 4 June 2018: Football fans will not want to miss out on the latest beIN FIFA World Cup Russia™ offer as du, from Emirates Integrated Telecommunications Company (EITC), announces the launch of four beIN SPORTS MAX channels for the FIFA World Cup™ starting on 14th June in Russia. beIN exclusively holds the rights to the FIFA World Cup in the MENA region, and du and beIN have reached an agreement to offer du customers, live and in full HD, 64 matches across four beIN SPORTS MAX channels. Customers who wish to subscribe for this standalone package for the duration of the FIFA World Cup™ can do so at a cost of AED551. In addition, beIN is proud to offer for the first time in the UAE access to the FIFA World Cup in ultra-high definition at a cost of AED38.

Tom Keaveny, Managing Director of beIN MENA, said “We are thrilled to extend our long-term relationship with du to provide viewers with access to the beIN FIFA World Cup. Viewers will have access to all 64 matches across four dedicated channels, bringing the best action in the world straight to their TVs, mobiles and tablets. This two-year deal kicks off a hugely exciting period for sports fans around the world and we’re delighted to be at the centre of the action.”

Fahad Al Hassawi, Deputy Chief Executive Officer, Telco Services, EITC, said “We are delighted to offer this incredible event to our valued customers and add life to life by screening all 64 football matches across our dedicated beIN SPORTS channels. We continue to offer complete transparency of service for our customers, here enabling them to enjoy the biggest showpiece in the football calendar.”

beIN Channels have resumed regular broadcasting following the agreement being signed yesterday.